



**MEDIA INFORMATION:**

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**Nikwax Hires Monsoon Group, LLC as new  
Southeast Sales Agency**

**Seattle, Wash.** (October 12, 2011) – Nikwax announced today the hire of the Monsoon Group, LLC for sales representation in the Southeast region, which includes Florida, Georgia, South Carolina, North Carolina, Alabama and Tennessee.

Monsoon Group, LLC is the creation of Wayne Raines, who serves as head rep and principal for the agency. Raines has 24 years of diversified experience in consumer products with and great success at driving and building growth of sales. Headquartered in Wellington, Fla., and the group also currently represents CW-X Performance Apparel, Ecco Performance Footwear, and Eurosock.

“The Monsoon Group is a great fit for our needs to continue to provide excellent products and service to the growing Southeast region,” said Chas Fisher, president Nikwax North America. “With the support of our internal sales team and our external sales agencies, we strive to continue to deliver stellar dealer support while supporting notable growth in this key region.”

As Nikwax continues to bolster its sales and customer service teams internally, growing sales representation is a natural point of focus. Nikwax continues to lead the market in effective yet environmental after-care products. As the company continues to deepen its commitments to innovation and sustainability, support growth will continue to flourish.

“I am very excited to be a part of the Nikwax team. Nikwax is a natural complement to my footwear and apparel brands,” said Wayne Raines of the Monsoon Group. “I look forward to growing and continuing Nikwax's retail partnerships in the Southeast.”

To contact Monsoon Group, LLC, contact Raines at [wayne@monsoongroupllc.com](mailto:wayne@monsoongroupllc.com) or via phone at 561.602.9109.

**About Nikwax®:**

Nikwax® was founded in 1977 and is the global leader in environmentally safe aftercare and waterproofing solutions that extend the life and performance of technical footwear, apparel and equipment. Nikwax® uses formulations that deliver maximum effectiveness while minimizing environmental impacts and promoting sustainability. Nikwax® is the only major aftercare company to have *never used* aerosols, fluorocarbons, nor volatile organic chemicals. All Nikwax® products are fluorochemical-free, derived from nature-based ingredients, not tested on animals, and biodegradable. Nikwax® currently exports to 50 countries across the globe, is the recipient of numerous awards including the prestigious Queen's Award (2x), Sunday Times Best Green Award, and the Green Apple Award, and is ISO 9001 and 14001 certified.

**Nikwax**  
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